

Juvenile Products Manufacturers Association (JPMA) Meeting Log

Date: April 19, 2017 @ 11:30 a.m.

Attendees:

Danielle Iverson, Director, Legislative and Regulatory Affairs
Juvenile Products Manufacturers Association (JPMA)

Kelly Voelker, Director of Public Relations (JPMA) *Absent

Sean Oberle, Publisher
Product Safety Letter

CPSC staff:

Scott Wolfson, Director, Office of Communications
Patty Davis, Deputy Director, Office of Communications
Nikki Fleming, Communications Specialist

Meeting Notes:

- Meeting requested by JPMA for introductions of new staff
- JPMA looking for ways to collaborate with CPSC on safety messaging/communication efforts
 - Possible collaboration methods:
 - Memorandum of Understanding (MOU)
 - Shared deliverables (shared messaging on social media and other communication platforms)
- CPSC campaigns with potential for JPMA to join collaboration efforts
 - Anchor It campaign – (furniture/TV tip-over prevention)
 - raise awareness of deadly dangers of furniture/TV tip-over
 - one death every 30 minutes
 - Pool Safely campaign (drowning prevention)
 - Utilizes over 1,000 collaborators nationwide to deliver safety messages
- Baby Safety Month
 - Past collaboration with JPMA on Baby Monitor Cord – 3 Feet Away campaign
 - JPMA to confirm w/PR Director any theme for this year's Baby Safety Month (September 2017)
 - Safe to Sleep and Bare is Best themes discussed
- JPMA Baby Show (May 9-12) Anaheim, Calif.
 - Consumer Day being held on May 9, 2017
 - CPSC staff presenting
 - Potential for CPSC field staff participation/distribution of safety resources